

## MACROECONOMIC POLICY COMMUNICATION – BLENDED

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**PROPOSED DATES:** June 1 – 5, 2026

**TARGET GROUP** | Economic staff in central banks and ministries of finance with communication roles, both (1) internal (communication with principals) and (2) external (communication with the broader public). Preference will be given to applicants who participate in IMF technical assistance.

**DESCRIPTION** | The 5-day workshop, presented by the Institute for Capacity Development, provides hands-on training on all aspects of transparent and effective communication to improve the delivery of economic policy and to provide the basis for accountability of authorities' actions. Participants are provided with key concepts and tools necessary to deliver well-designed policy communication. The course is offered in a blended format, consisting of two compulsory segments. Selected participants must first complete self-paced online learning modules, before the in-person, hands-on portion of the course,

**OBJECTIVES** | Upon completion of this workshop, participants will be able to:

- Identify the basic principles and best practices on transparency and for communicating their institutions' monetary, macro-prudential, and policies and activities.
- Design effective communication strategies and deliver well-designed outputs to various audiences, with a focus on monetary and macro-prudential policies (in the case of Central Banks), and fiscal policy (in the case of Ministries of Finance).
- Identify drawbacks in their institutions' existing communication practices.
- Formulate action plans to take back to their institutions for implementation.
- Describe strategies for responding effectively to media requests and public inquiries, mitigate public relations risks, and manage expectations about key policy actions, all of which can help shape public perceptions of institutions and their policies

**LANGUAGE** | The workshop will be delivered in English language, with simultaneous interpretation to Russian.